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Information and communication technologies for development

Communication for development programmes in the United Nations system

Note by the Secretary-General

The Secretary-General has the honour to transmit to the General Assembly the report[1] of the Director-General of the United Nations Educational, Scientific and Cultural Organization submitted in accordance with General Assembly resolution 50/130.

* A/65/150.

[1] With contributions from the Food and Agriculture Organization of the United Nations (FAO), the International Labour Organization (ILO), the United Nations Development Programme (UNDP), the Department of Public Information (DPI), the United Nations Capital Development Fund (UNCDF), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Population Fund (UNFPA), the United Nations Children's Fund (UNICEF), the World Food Programme (WFP) and the World Bank.

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Report of the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of General Assembly resolution 50/130, including the recommendations of the eleventh United Nations Inter-Agency Round Table on Communication for Development

Summary

In its resolution 50/130, the General Assembly recognized the important role of communication for development programmes in the United Nations system to enhance the transparency of system-wide coordination within the United Nations system and also recognized the need further to facilitate Inter-Agency cooperation and to maximize the impact of the development programmes. The United Nations Inter-Agency Round Table on Communication for Development has provided the mechanism for exchange of experiences and, more recently, for discussing strategic planning and action on communication issues including within United Nations country teams. The ongoing focus on capacity-building, monitoring and evaluation will have long-term and sustainable consequences that will demonstrate the core value of communication in any development intervention.

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I. Introduction

1. The present report, prepared by the United Nations Educational, Scientific and Cultural Organization (UNESCO), is submitted pursuant to General Assembly resolution 50/130, in which the Assembly recognized the important role of communication for development programmes in the United Nations system, and the need further to facilitate inter-agency cooperation and to maximize the impact of the development programmes.

2. The definition of "communication for development" in General Assembly resolution 51/172 of 1996 stresses, inter alia, "the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns, and participate in the decisions that relate to their development". The General Assembly recognized the relevance for concerned actors, policymakers and decision makers to attribute increased importance to communication for development and encouraged them to include it as an integral component in the development of projects and programmes.

3. The General Assembly requested the Secretary-General, in consultation with the Director-General of UNESCO, to coordinate the United Nations Inter-Agency Round Table on Communication for Development on a biennial basis. The preparation of the present report is based on the contributions received from United Nations system organizations and presents their engagement in the implementation of communication for development and inter-agency collaborative mechanisms for effective and integrated follow-up of related actions.

II. The eleventh United Nations Inter-Agency Round Table on Communication for Development

4. The eleventh United Nations Inter-Agency Round Table on Communication for Development was co-hosted by the United Nations Development Programme (UNDP) and the World Bank from 11 to 13 March 2009 in Washington, D.C. on the theme "Moving communication for development up the international development agenda: demonstrating impact and positioning institutionally".

5. Participants in the Round Table included 14 United Nations agencies, funds and programmes[2] along with representatives of the United Nations Secretariat,[3] Organization for Economic Cooperation and Development/Development Assistance Committee (OECD/DAC), academia, civil society and donors. A total of 45 participants took part in the Round Table discussions.

6. The objectives of the Round Table articulated the need to review (a) current communication for development activities and impact across United Nations

[2] FAO, ILO, UNESCO, UNCDF, UNDP, UNFPA, UNICEF, the United Nations Development Fund for Women (UNIFEM), the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), WFP, the World Bank, the World Health Organization/Pan American Health Organization (WHO/PAHO).

[3] United Nations Department of Public Information, United Nations Chief Executives Board for Coordination, United Nations Development Operations Coordination Office/United Nations Development Group, United Nations Economic Commission for Africa, United Nations Environment Programme.

agencies, (b) the positioning and institutionalization of communication for development in the United Nations system, (c) the use of communication based research approaches to enhance country-level project design, monitoring and evaluation, and (d) communication for development skills enhancement, training and learning programmes.

7. Participating United Nations system organizations presented an overview about communication for development in their respective entities. The presentations demonstrated the diversity in which communication is practised in the United Nations system, ranging from the dissemination of material, crisis management, public relations, governance, participation, rights, behaviour and social change, media capacity-building, advocacy and social mobilization, use of information technologies and capacity-building.

8. They reiterated that the United Nations reform initiative "delivering as one" was an opportunity to (a) identify capacity gaps, (b) integrate communication for development practice in development planning particularly through the United Nations common country assessment and the United Nations Development Assistance Framework, poverty reduction strategy programmes, etc., and (c) introduce the use of diagnostic tools, such as UNESCO media development indicators and inter-agency monitoring and evaluation toolkits.

9. The Round Table agreed to articulate and promote communication for development at country and regional levels and to coordinate more closely with other agency mechanisms, including the United Nations Development Group. The possibilities for including communication for development in United Nations Development Assistance Framework guidelines were discussed and it was considered necessary to plan advocacy measures that would promote communication for development in policy guidelines within United Nations agencies to meet that goal. It was also considered important to produce practical tools that could demonstrate how communication for development contributes to programme priorities and to strengthen United Nations capacity through learning frameworks.

10. Based on the recommendations of two working groups, the Round Table decided to develop communication for development indicators and compile a range of tools and resource material available with different agencies and to pursue the institutionalization of communication for development, including integration in the United Nations Development Assistance Framework "90" rollout.

11. Participating United Nations system organizations agreed to (a) design and implement advocacy actions to integrate communication for development practice in national development plans, (b) develop communication monitoring and evaluation indicators that are valid for the United Nations system and its Member States, (c) introduce learning and capacity enhancement measures, and (d) consolidate case studies demonstrating the diverse approaches of communication for development practice in the United Nations system.

12. The offer of the United Nations Children's Fund (UNICEF) to host the twelfth Round Table, in 2011, was accepted unanimously with an expression of interest from the International Labour Organization (ILO) to co-host.

13. The Director-General of UNESCO has invited all heads of agencies to designate communication for development focal points and to become active

participants in shaping the agenda of the next Round Table. Overall, interest and response levels are positive but the ability to actively collaborate downstream faces common challenges.

14. The full text of the Washington recommendations adopted by the participants of the eleventh Round Table is attached as the annex to the present report.

III. Communication for development in the current United Nations context

15. During the reporting period, United Nations system organizations have been actively involved in strengthening or redesigning respective communication for development approaches, with a view to enhancing inter-agency collaboration within the United Nations "delivering as one" reform process.

16. Agencies' communication for development approaches fall within one or the other of the following: (a) developing enabling environments for free, independent and pluralistic media to foster the media's ability to engage beyond the role of an information conveyor to that of platforms for public debate, democratic participation and amplification of multiple "voices"; and (b) participatory and inclusive approaches driven and supported by a mix of communication and media methods, including interpersonal, indigenous/folk, print, broadcast and non-broadcast audio-visual and new media in order to mobilize, campaign and respond to a broad range of social development issues — from food security, agricultural production, governance, gender, livelihoods, early childhood development, environment, education and health to protection, HIV/AIDS, water and sanitation. The list is not exhaustive.

17. In this context, a United Nations inter-agency communication for development Research, Monitoring and Evaluation Resource Pack is being compiled by UNICEF to provide measurement tools that will guide its field officers to assess the impact of communication interventions in the achievement of the Millennium Development Goals. The development of a common learning and knowledge framework on communication for development is also being led by UNICEF in collaboration with the International Trade Centre UNCTAD/WTO-ILO and the World Bank and with support from UNDP and the Food and Agriculture Organization of the United Nations (FAO) of the United Nations (FAO).

18. UNESCO has invited all United Nations agencies to use its media development indicators to determine appropriate interventions in their efforts to build communication capacities for people to engage in the development discourse.

19. The Department of Public Information of the United Nations Secretariat is central to the communications work of the entire United Nations system. It reflects and disseminates the priorities and objectives of the Organization to the global constituency, both from its headquarters and through its network of 63 United Nations information centres around the world. The Department has put in place the United Nations Communications Group, which is a coordination mechanism that aligns its broad communications priorities and provides United Nations-system coherence to its information work.

20. The meeting platforms of the United Nations Communications Group, designed to showcase United Nations programme results and promote a coherent image of the United Nations have also been used to accommodate discussions on communication for development, particularly in some of the "One United Nations" pilot countries. United Nations communications groups have established themselves as the communications arm of United Nations country teams achieved by virtue of their knowledge of the local media and other key constituencies and their ability to address local partners in their own languages. That asset, if nurtured and directed strategically, could be used to further strengthen communication for development intervention at the country level.

IV. Communication for development strategies, frameworks and action within the United Nations system

Food and Agriculture Organization of the United Nations

21. FAO is currently undergoing an important reform that involves the Headquarters structure and decentralized offices in member countries and is moving forward with communication for development in a newly established Office of Knowledge Exchange, Research and Extension. The Office provides leadership towards an integrated approach to the generation, management, sharing, communication and transfer of knowledge and information related to food, agriculture and towards the sustainable use of the earth's natural resources, in order to respond to the knowledge, technology and capacity development needs of member countries and the fostering of research, innovation, extension and learning.

22. FAO has recently aligned its focus on communication for development in the capacity-building of member countries in the development and implementation of communication for development strategies and services within national agriculture and food security programmes with a focus on: (a) rural communication systems, and information and communications technologies appropriation in support of agricultural innovation; (b) community-based rural radio; and (c) communication for natural resources.

International Labour Organization

23. Communication for development methods and methodologies are employed with mass media-based strategies to aid in small enterprise development to tackle the lack of information on markets and regulations as well as cultural issues that sometimes deprive regions of employment opportunities. An effective and rich information environment enables informed decision-making, provides channels to reach existing and potential customers and supports an inclusive dialogue by amplifying the voice of business and workers to allow the development of relevant business and employment strategies and regulations.

24. Social dialogue between ILO tripartite constituents — Governments, workers and employers — provides the basis for a practically and conceptually well-prepared application of communication for development guiding principles. An inclusive approach also confers local credibility and facilitates partnerships to pursue capacity development, national ownership and participation to shift attitudes

and norms for social and behaviour change. Key results from the various interventions in Africa and Asia included improvements in job quality, occupational safety and health, fostering an entrepreneurial culture, and enhancing the voice of small business in policy and legislative processes.

25. Surveys and evaluations revealed that working with mass media achieved considerable scale reaching millions of the smallest entrepreneurs in Cambodia, China, Ghana, Uganda and Viet Nam. A recurrent finding at both the policy and enterprise level has been that media offer an efficient, innovative and sustainable means to provide populations in developing countries with tools to assume ownership of their economic development.

United Nations Development Programme

26. Communication for development is a critical driver in combating the political and social exclusion of poor people and in securing the participation essential to building a sense of common or national ownership of development plans and governance processes.

27. Communication for development is promoted through all practice areas in line with the UNDP 2008-2013 strategic plan, which recognizes the establishment of information and communication channels as a key approach to promoting inclusive participation, an essential component for pro-poor development and achieving the Millennium Development Goals. Communication for development continues to be an integral part of the Access to Information programme, but is also incorporated into other focus areas of democratic governance to enhance voice and participation of people and accountability of state institutions including through actions that support media and civil society.

28. A project entitled Communication for empowerment piloted national baseline assessments to identify information and communication needs of marginalized and vulnerable groups and to develop specific media strategies to address such needs in Ghana, Madagascar, Mozambique, the Lao People's Democratic Republic and Nepal. The findings in Asia highlighted the important role played by community radio in meeting the information and communication needs of the indigenous people, particularly in remote areas. The findings further increased the support for and demand from the Government to scale up a community radio initiative in 47 of the poorest districts in the Lao People's Democratic Republic. The UNDP Oslo Governance Centre partnered with the non-governmental organization Communication for Social Change Consortium (United States of America) to implement that project.

29. Regional information and communication exchange networks in Latin America and the Caribbean were established to strengthen the capacity of the afrodescendant organizations and to enhance their access to information. Currently, more than 20 relevant organizations are connected to the Internet in 13 countries in that region. Plans for developing a common website are under way to improve networking between the organizations. UNDP also provides capacity-building support to media and civil society organizations in anti-corruption norms, standards and practice to strengthen the watch-dog role of the media.

30. The establishment of Government information houses, support to develop communication strategies by national human rights institutions and using new information and communication technologies to enlarge information access are part of the UNDP communication for development actions.

United Nations Capital Development Fund

31. Operational in the world's 49 least developed countries, UNCDF manages communication capacity-building initiatives that are tailored to: (a) strengthen local development and inclusive finance; (b) promote increased participation and citizen engagement in local governance; and (c) increase planning and delivery of local services and infrastructures.

32. Low-income populations are considered likely to benefit from microfinance institutions and financial services that are transparent and allow their clients sufficient knowledge about financial management so that they can evaluate their options and make informed decisions.

33. The potential of cellular phones to build cash in/cash out networks is being researched to build a mobile phone-based money transaction system in Papua New Guinea, in collaboration with the International Finance Corporation. The reach of financial services are extended to low-income population groups by supporting innovations in mobile banking; promoting increased transparency of microfinance institutions; fostering public participation in local planning and budgeting; fostering local Government transparency; developing Government communications capacity and conducting evaluations to ascertain and address possible communication gaps between local officials and their constituents.

United Nations Children's Fund

34. Communication is cross-cutting for the fulfilment of the UNICEF mandate to advocate for the protection of children's rights, help to meet their basic needs and expand their opportunities to reach their full potential. Communication for development has been incorporated as a key element for disaster preparedness, response and recovery in a revised "Core commitments for children in humanitarian action" and has been integrated as a cross-cutting element within the 2006-2011 medium-term strategic plan centred around a gender equality, children and adolescents programme focus. One of the five key performance indicators in its new country programme documents is made up of inclusive participatory communication for development approaches. A policy and practice communication for development position paper has been prepared to guide more than 450 country-level programme staff.

35. UNICEF is leading a learning and capacity initiative and research, monitoring and evaluation resource pack recommended by the eleventh United Nations Inter-Agency Round Table. UNICEF has focused the development of a common communication for development learning framework on mapping of efforts and building synergies among respective agencies, which has been challenging due to diverse mandates and programming priorities. It has therefore changed strategy and is working on a less ambitious and limited scope with FAO to build communication for development baseline knowledge and skills for country-level staff members

underlining the respective and independent policy approaches of the two organizations. As a result, communication for development learning workshops have been held in Bangladesh and in Rwanda involving UNDP, the United Nations Population Fund (UNFPA), the World Food Programme (WFP) and the International Organization for Migration in the former. Additional workshops have been planned in 2010 to take place in the United Republic of Tanzania, Nicaragua, Morocco and Kosovo. As those learning and training efforts mature across agencies, key lessons and common elements will be identified and pooled together to generate a wider common learning framework and principles.

36. There is growing international recognition of the potential threat of emerging infectious diseases arising from the animal-human-ecosystems interface which threatens to undermine development. The involvement of UNICEF in preventing the spread of the avian influenza has extended into the One Health initiative and is playing a leading role within that framework on communication for behaviour and social change interventions.

37. UNICEF has collaborated with academic institutions to introduce a Master's degree programme in communication for development (in Egypt), a children's rights curriculum in journalism schools (in Central and Eastern Europe) and communication for development university-level courses (in Colombia, Paraguay, Nicaragua, Dominican Republic, Thailand, Peru and Bolivia (Plurinational State of)).

United Nations Population Fund

38. Evidence from maternal health programmes is communicated to the public using packages that highlight the Organization's work and showcase testimonies and positive change obtained through maternal health programming. Communication for development advocacy and behavioural change methods are designed around rights-based issues to provide young people with educational games and activities that highlight unsafe practices, mobilize male involvement in reproductive health and initiate dialogue on culturally sensitive reproductive health issues. Interactive radio programmes are used to create prevention messages and media workers are encouraged to demonstrate their skills through competitions on media content development for reproductive health. Much of the communication for development advocacy work promotes maternal health in areas where Government capacity is weak and helps marginalized people to claim rights where livelihood strategies are challenged due to limited access to resources, land, food security and disease prevention.

39. New media is utilized to foster social change leading to increased male involvement in reproductive health and by highlighting barriers to reproductive health. Behaviour change communication materials, dialogue with young people and social mobilization campaigns on sexual and reproductive health and HIV prevention have been a core focus of UNFPA actions largely in Africa, Asia and the Caribbean.

40. Reproductive health experts are working in partnership with communication specialists in four African countries to demonstrate changes in maternal health programming over a two-year period based on an agreed set of maternal health indicators. By using evidence to show what is working and what is not, project

teams in each country can make compelling arguments for improvements to funding, capacity and programme design.

United Nations Educational, Scientific and Cultural Organization

41. The United Nations Inter-Agency Round Table on Communication for Development, convened biennially by UNESCO, plays a significant role in bringing together United Nations agencies and international partners to discuss and debate the crucial role of communication for development, as well as its current practices.

42. UNESCO has taken steps to facilitate the fulfilment of that requirement: upstream, by promoting standard-setting tools, enabling community media policy and forming strategic alliances and partnerships including in the United Nations system; downstream, through support to build media institutional and professional capacities; facilitate professional networks, strengthen United Nations system collaboration within the context of the common country assessment/United Nations Development Framework processes and increase interaction between key actors and stakeholders.

43. The media development indicators endorsed by the Intergovernmental Council of the International Programme for the Development of Communication are a significant contribution made by UNESCO at the upstream level. The indicators set the agenda around which the United Nations system can rally to identify gaps in the media sector. They facilitate a holistic and coordinated United Nations approach to enable a communication for development environment in the Member States. The indicators are modelled to assess the extent to which a media system contributes to, and benefits from, good governance and democratic participation by examining specific or a combination of categories that make up a free, independent and pluralistic media environment, notably: (a) system of regulation; (b) plurality and diversity of media; (c) media as a platform for democratic discourse; (d) professional capacity-building; and (e) infrastructural capacity. In their totality, the media development indicators aspire towards the construction of media ecologies to ensure democratic participation, media pluralism and diversity. They serve as an important tool for guiding the efforts of both State and non-State actors working in the area of media development. They were effectively used in multi-stakeholder assessments to identify development gaps in the media landscapes of Bhutan, Croatia, Ecuador, Maldives and Mozambique for which recommendations are transmitted to the relevant United Nations country teams, as well as State and non-State actors.

44. A series of field studies carried out by UNESCO in Mozambique, Pakistan, Rwanda, Uganda, the United Republic of Tanzania and Uruguay have contributed to the identification of entry points for communication for development approaches and practice in the United Nations common country assessment and the United Nations development assistance framework. The assessments indicate that professional communication practice is limited and professional journalistic practice is to some extent compromised as a result of inadequate attention to communication capacities in development planning processes, including the framework of the United Nations common country assessment and the United Nations development assistance framework. On one hand, reporting is limited and news in the development sector relies heavily on press releases from the international

development community, often published in its original form. On the other hand, communication professions, where exercised among development stakeholders, are often restricted to public information practice. Such limitations compound the compromise on communication and media as a sector which is already faced by weak regulatory systems, poor access to information and insufficient institutional and professional capacity.

45. Upstream, the United Nations Inter-Agency Round Table on Communication for Development was used to carry out internal dialogue to which relevant United Nations system organizations responded by mobilizing support from their internal management and by documenting their respective communication development approach demonstrating transparency in implementation. Downstream, United Nations country teams recognize the need for good media ecology and have shown empathy towards the deplorable conditions that journalists face in performing their function and reflected goodwill to facilitate the integration of key communication indicators in development planning.

46. Studies emphasize that more work has to be done with United Nations country teams to instil communication for development within joint country programming.

47. The "delivering as one" reform process has been taken up as an opportunity to introduce relevant linkages and to improve overall awareness and institutional support for communication for development in United Nations country teams. In this respect, UNESCO field offices have helped to raise awareness about communication for development in more than 10 United Nations country teams.[4] Specific outcomes that mark initial steps include: a multi-stakeholder working group on communication for development in Uruguay; a communication for development strategy proposal for the United Nations Development Assistance Framework in Chile and Mozambique; support to a first national policy on communication for development in the Niger; a joint national communication for development strategic planning exercise involving the United Nations country teams and the Ministry of Information in Rwanda, as well as preliminary communication for development interventions planned in the United Nations common country assessment and the United Nations development assistance framework of Kazakhstan, Tajikistan, the Cook Islands, Niue, Samoa and Tokelau.

48. The development of pluralistic media is a priority focus in all downstream actions carried out by UNESCO to promote people's empowerment and active participation in their own development. People's engagement in development discourse requires different levels of media operations and functions, including at the community and grass-roots levels. Public participation underpins the purpose of community media, which is distinct and different from national media.

49. UNESCO action to empower marginalized communities with access to information expanded an informed development discourse and introduced opportunities for community radio and community multimedia centres in

[4] Cameroon, Chile, the Cook Islands, Kazakhstan, Mozambique, the Niger, Niue, the Philippines, Rwanda, Samoa, Tajikistan, Tokelau, Uganda, the United Republic of Tanzania and Uruguay.

37 countries[5] in all regions, including 20 in Africa. Policy advocacy in support of community media has taken great strides in countries like Bangladesh and India; at upstream level, UNESCO launched a process to identify good practices in the areas of policy and legislation, management and sustainability, innovative programming and evidence of impact. An expert group meeting drew attention to the use of mobile phones as a delivery platform for media services. Two regional meetings in Namibia and in Mauritania encouraged legal recognition of and support to community radio through enabling legislations, transparent licensing and discounted licence tariffs. However, in many countries significant reorientation is needed to introduce community media broadcasting regulatory policies. An analysis about the potential for mobile-friendly audio or visual content generated by community media in developing country contexts is also under way.

50. At the downstream level UNESCO launched 26 regional and 107 national media development projects related to freedom of expression, community media and training of media professionals in 71 countries for a total of $3.7 million dollars through the International Programme for the Development of Communication.

51. UNESCO has introduced a widely acknowledged model curricula on journalism education as a standard for journalism education at the tertiary level. The curricula are based on a comprehensive and multidisciplinary approach and are being adapted by 54 journalism schools in 44 developing countries. Specific courses cover public health, politics, environment, education, social movement, science, business, sport and culture, media management, media economics and media law, in addition to foundation courses.

52. Similarly UNESCO criteria for excellence in journalism education have been adapted by 21 potential centres of excellence and of reference in journalism education in Africa. The centres are progressively fulfilling conditions to arrive at a standard of excellence with sustained support from the International Programme and the regular programme. The experience in Africa has led to a similar initiative by three UNESCO cluster offices in Latin America.

53. The UNESCO strategy to partner with media on education for sustainable development issues attracted considerable interest and led to the first International Conference "Broadcast Media and Climate Change" organized in collaboration with the United Nations Environment Programme (Paris, September 2009). The event resulted in the exchange of six hours of broadcast content among national broadcasters to raise awareness on climate change in over 150 countries. The Paris Declaration adopted by the conference stressed that access to relevant information on climate change was vital to sustain a living planet and for the survival of human beings. The stakeholders committed to improve the quality and quantity of content relating to climate change through capacity-building, networking and programme exchange. In this direction, UNESCO made a significant contribution by building a core of 230 media trainers to support capacity-building efforts in 56 countries. The model training manual *Media as Partners in Education for Sustainable Development: A Training and Resource Kit* was produced in three major languages

[5] Angola, Armenia, Bangladesh, Benin, Cameroon, Chad, Chile, the Congo (training), Côte d'Ivoire, East Timor, Ecuador, Gabon, Gambia, Ghana, Guyana, India, Jamaica, Kenya, Kyrgyzstan, Mali, Malawi (training), Mauritania (training), Mozambique, Namibia, Nepal, Nicaragua, Palau, Paraguay, the Republic of Moldova, Saint Kitts and Nevis, Senegal, Somalia, Thailand, Uganda, the United Republic of Tanzania, Vanuatu and Zambia.

to sustain continued training in reporting sustainable development issues, including climate change, water and biodiversity. A similar model was developed for TV trainers based on the UNESCO Network of TV Producers on HIV and AIDS, a content development and capacity-building platform that has assisted 230 TV producers in 74 countries to produce more than 100 short documentaries on HIV and AIDS.

54. Communication for development programmes cannot be effective without the conscious engagement of women in capacity-building platforms and decision-making. To highlight the need for gender balance in media professions and to bring gender perspectives into media content, UNESCO implemented the "Women Make the News" online campaign and forum. A Global Report on the Status of Women in the News Media in 66 countries was prepared in collaboration with the International Women's Media Foundation. The international conference "Ethics and Gender — Bringing Equality in the Newsroom" (Brussels) and a publication entitled "Getting the balance right: gender equality in journalism" was produced in collaboration with the International Federation of Journalists. Some 36 media executives from Mali and another 20 from Burkina Faso were trained on gender and information and communication technologies.

55. Technology advancement in mobile phones and devices are increasing opportunities for people to communicate. Media literacy, a critical challenge, enhances people's capacity to understand and evaluate conditions for and functions of the media, including basic competencies in media content production. UNESCO has developed a universal model on media and information literacy as a key component of teacher education; assisted the Commonwealth Broadcasting Association to launch guidelines for user-generated content and conducted four regional workshops to train trainers to enhance teachers' ability to impart media and information literacy with schoolchildren in the teaching-learning process.

World Food Programme

56. In its efforts to strengthen the capacity of countries to protect livelihoods in emergencies and reduce chronic hunger and undernutrition, WFP uses communication for development methods in formative research to test micronutrients for children under the age of 3 and through social marketing to ensure proper use of relevant micronutrient products. Participatory and focus group methods are used to engage people working in the transport sector in HIV prevention.

World Bank

57. The Operational Communication Department of the External Affairs Vice-Presidency continues to plan and implement communication interventions to enhance development effectiveness. It places emphasis on information systems and processes as key cross-cutting elements in socio-political and economic dynamics of societies. All media actors and civil society are considered critical actors in development. Its strategic approach has evolved with a focus on the integration of information and communication tools in all projects and programmes. Systematic and long-term engagement, as opposed to ad hoc or occasional one-way

communication interventions, are a priority for the organization. Deeper understanding and technical and experiential knowledge to address communication challenges is considered critical for ensuring the effective engagement of stakeholders in achieving better development results.

V. Collaborative action among United Nations agencies, programmes and funds

58. Independent and joint country-level initiatives to build communication for development knowledge and skills of staff members have been carried out by UNICEF and FAO. In 2009, communication for development learning workshops were undertaken in several regions. For example, in Bangladesh, UNDP, UNFPA, WFP and IOM participated in communication for development training organized by UNICEF. The One United Nations team in Rwanda, jointly with the Ministry of Information, organized a five-day learning communication for development workshop for Government and United Nations communication professionals. UNDP and UNESCO organized a workshop for communication officers of the Moscow United Nations country team. For 2010, five-day training workshops led by UNICEF are being planned in the United Republic of Tanzania, Nicaragua, Morocco and Kosovo. Many of these will include national and subnational counterparts, United Nations partners as well as members of civil society and non-governmental organizations. As these learning and training efforts mature across agencies, key lessons and elements will be identified and consolidated to generate a common learning framework and principles.

59. A working group composed of ILO, UNDP, UNESCO and UNICEF has carried out independent and joint advocacy efforts at the headquarters and country levels to draw more attention to communication for development. Wherever possible, United Nations communication groups, their principals and representatives of the Department of Public Information of the Secretariat have been invited to meetings, provided with briefings and called upon for collaboration.

60. FAO and the United Nations Permanent Forum on Indigenous Issues are promoting initiatives to enhance indigenous people's capacities through a series of consultations and networking activities. In particular, the communication for development approach has been applied to sustainable natural resources management in the context of climate change adaptation in the agricultural, forestry and fisheries sectors.

61. UNESCO, together with the International Telecommunication Union, the United Nations Conference on Trade and Development, the Department of Economic and Social Affairs, the Economic Commission for Africa, the Economic Commission for Europe, the Economic Commission for Latin America and the Caribbean, the United Nations Human Settlements Programme (UN-Habitat), the United Nations Industrial Development Organization, the United Nations Institute for Training and Research, the United Nations Office on Drugs and Crime, the World Intellectual Property Organization and the World Meteorological Organization, is engaged in shaping the overall multi-stakeholder coordination of the implementation of action lines emanating from the World Summit for the Information Society.

62. UNESCO led the first international conference "Broadcast Media and Climate Change", organized in collaboration with UNEP (Paris, September 2009). The event resulted in the exchange of six hours of broadcast content among national broadcasters in 150 countries and the Paris Declaration adopted by the conference stressing "access to relevant information on climate change is vital to sustain a living planet and for the survival of human beings". The stakeholders committed to improve the quality and quantity of content relating to climate change through capacity-building, networking and programme exchange.

63. UNDP is leading communication for development advocacy efforts and has produced an inter-agency booklet that describes communication for development approaches in the United Nations system, along with relevant case studies including from FAO, ILO, the Joint United Nations Programme on HIV/AIDS, UNESCO and UNICEF. UNDP has provided support for the development of community radio and community multimedia centres in Bakassi, Cameroon, in collaboration with UNESCO.

64. UNICEF is leading (a) the preparatory phase of the twelfth United Nations Inter-Agency Round Table on Communication for Development, which will be held in 2011, and (b) the implementation of a learning and capacity initiative and research, monitoring and evaluation resource pack recommended by the eleventh United Nations Inter-Agency Round Table.

65. Communication for development is a key component of the Government of Bangladesh's Maternal and Neo-Natal Initiative which UNICEF, UNFPA, WHO and the World Bank are jointly implementing in four districts under the United Nations Secretary-General's Health 4 initiative.

VI. Country-level communication for development projects by theme

Community media enhancing voice and engaging participation

66. Three community radios in Mozambique will be integrating telecentre facilities to upgrade their service to community multimedia centres. The UNESCO-supported project will also strengthen the existing countrywide community multimedia centre network. A model for community-based content production is being piloted and involves engaging local development committees in planning and implementing each community multimedia centre workplan.

67. In Jamaica, the Caribbean's first mobile community media centre iStreet Lab was launched in an inner-city community of Kingston. It is configured in a wheeled garbage disposal bin consisting of laptop computers, a radio transmitter, an electronic community newspaper, as well as wireless Internet access and other peripherals. Two radio stations became operational during the reporting period: JET FM 88.1 Voice of the Hills of St. Mary and the first farmer association radio.

68. FAO organized technical consultations with various partner organizations to identify recurring issues in rural radio projects and activities, promote information exchange about ongoing initiatives and explore collaborative partnerships within specific developing countries implementing rural radio projects. An ongoing dialogue is under way with the Technical Centre for Agricultural and Rural

Cooperation, the German Agency for Technical Cooperation, Panos, Fondation Hirondelle, Radio Netherlands Training Centre, Farm Radio International and the World Association of Community Radio Broadcasters.

69. UNICEF and the Bangladesh Network for Radio and Communication are working to strengthen the engagement of radio operators with their communities and to introduce child-to-child production methodologies to increase content relevance for all age groups. UNICEF advocated the issue of additional community radio licences to the Ministry of Information and Parliament and spearheaded discussions with the United Nations Communications Group to explore and synergize efforts to support community radio.

70. Communication for empowerment of Asia's indigenous peoples is a UNDP-supported initiative that conducted information and communication needs assessment in the Lao People's Democratic Republic and Nepal among indigenous people. In the Lao People's Democratic Republic, the assessments highlighted the important role played by community radios in meeting the information and communication needs of the indigenous people, particularly in remote areas. The findings further increased the support for and demand from the Government to scale up a community radio initiative in all 47 poorest districts in that country.

Gender balance in media professions and gender perspectives in media content

71. In Egypt, a joint programme between UNICEF and the United Nations Development Fund for Women, begun in 2008, aims to monitor how women are portrayed in the Egyptian media and advocates improved quality and coverage of women in print and broadcast media with policymakers and media managers.

72. The relevance of freedom of information as a tool for advancing women's rights and empowerment in Africa was highlighted at a round table hosted by UNESCO in Paris where the resource book containing a compilation of case studies from Cameroon, Ghana, Kenya, South Africa and Zambia Freedom of Information (FOI) and Women's Rights in Africa was launched. Recommendations to correct the imbalance of the male to female ratio working in media and the stereotypical representation of women in media coverage were passed by a regional round table also supported by UNESCO.

Local development, governance and inclusive finance

73. The UNDP Communication for empowerment project is supporting Government information houses in three districts of East Timor and promoting synergies between local media and civil society organizations to strengthen marginalized people's access to information and communication channels in order for them to engage with local authorities around local development issues.

74. UNCDF is creating new opportunities for poor people and their communities by increasing access to microfinance and investment capital. Programmes are designed to catalyse larger capital flows from the private sector, national Governments and development partners for maximum impact towards achieving the Millennium Development Goals. Accountability by Government officials is being strengthened through increased public access to information and public awareness about the roles and responsibilities of local government. Transparency initiatives and financial literacy training have been found to strengthen communication

between financial service providers and their beneficiaries. UNCDF works in partnership with a microfinance transparency initiative to ensure reporting on the effective interest rate on credit projects. A financial competency baseline survey is in place to assess financial training needs and to develop appropriate training modules for vulnerable groups.

75. The World Bank's Governance Practice Group is implementing the programme Communication for Governance and Accountability Program to strengthen the role of communication in governance reform. Three major approaches are based on process, structural, and capacity-building levels and respectively address critical political economy issues, the public sphere in the design of governance programmes and increasing capacity of researchers, communication practitioners and reform managers in developing countries.

Participation and citizen engagement

76. UNCDF participatory planning methods in local development programmes encourage greater community involvement in the selection and prioritization of public services and infrastructure development. In Yemen, Bangladesh, and Timor-Leste, Government transparency and downstream accountability to citizens have bolstered capacity. Public information boards display local government functions, decisions and budgets. A baseline survey on public awareness about local government issues has been conducted and a performance-based small grants scheme is in place to sustain information access. As a result, the Union Parishad in Bangladesh has more than doubled the frequency of communication between constituents and their representatives and participation rates in local planning meetings. In Yemen, inclusive approaches have increased women's participation in planning meetings. In Timor-Leste information supply has been strengthened through the establishment of a communications unit within the Ministry of State Administration and Territorial Management, training of Government officials and civic education modules.

77. In Kyrgyzstan, an automated information system "Aiyl" is a component of a UNDP supported e-Government project offering e-health services to communities through several dozen rural municipalities. E-governance provides new and innovative communication channels to enhance interface between the public and State institutions.

Information and message dissemination through the media and civil society organizations

78. UNDP in the former Yugoslav Republic of Macedonia provides capacity-building support to media and civil society organizations in anti-corruption norms, standards and practice and enables them to play a watch-dog role. The project Fighting corruption to improve governance provided training in investigative journalism to 30 journalists contributing to the establishment of an informal network of investigative journalists from national and local media.

79. In Uganda, UNCDF supports radio programmes that highlight issues in local governance. It facilitates media visits to generate human-interest stories and increase public awareness of programme benefits.

80. UNICEF is forging alliances with the Bangladesh Network of Radio and Communication to encourage and support radio production that promotes community engagement and child-to-child radio programmes. A database with cell phone and other information of those journalists is being created to facilitate messages/information dissemination at the local level.

81. Morocco's National Observatory of Child Rights and UNICEF are producing an annual report on the situation of children in the media. The report contributes to advocacy for youth to be involved in the media more regularly and encourages journalists to respect principles for ethical reporting on children.

82. In Cambodia, UNFPA and UNESCO supported the screening of short films at a street festival to highlight barriers to reproductive health services and unsafe practices associated with rural births.

83. UNFPA is presenting awards to media workers across the English and Dutch-speaking Caribbean for their contribution to a wide range of population and development issues.

84. In Guinea, UNFPA has signed a contract with 10 rural and 5 urban radio stations to train radio hosts on themes such as gender, reproductive health and population issues, using voices from everyday life and talking about subjects that are often difficult and taboo.

85. In Bosnia and Herzegovina, UNICEF has supported the local non-governmental organization "The genesis project", to undertake mine-risk education, to teach children about the risks posed by landmines, unexploded ordnance and firearms. The genesis project has used puppet shows, TV programmes, peer education and games and stories in this ongoing effort.

86. In Somalia, UNFPA and BBC World Service Trust have piloted a "Humanitarian Lifeline" radio programme to improve information access on health and security to internally displaced people, refugees and migrants.

87. As part of the United Nations Secretary-General's campaign UNITE to end violence against women, UNFPA has supported the design of a football-based video game for boys aged 8-15 years called "Breakaway" to be launched in English, French and Spanish.

Social mobilization and behavioural change advocacy in maternal and reproductive health

88. The WFP River of Hope is part of the United Nations Joint Programme's Transporting Hope project in the Democratic Republic of the Congo. The project contains a variety of HIV and AIDS communication activities that use focus groups and participatory activities to address stigma and discrimination and to train peer educators among river boat crews. A team of five outreach workers travel on the Kinshasa-Kisangani route to engage river boat crews, taxi boat drivers, fishermen, sex workers and river communities in HIV prevention and counselling.

89. UNFPA uses communication for development in Indonesia to increase male involvement in reproductive health; in Viet Nam, to produce and distribute behaviour change communication materials on sexual and reproductive health and HIV prevention; in Myanmar to promote behaviour change communication for reproductive health through the participation of community members themselves; in

Mongolia to support a reproductive health campaign called "I Love Myself, and You", and in Benin, social mobilization sessions on the reduction of maternal mortality.

90. In Jordan, the Ma'An inter-agency campaign, launched in November 2009, aims to reduce the high levels of physical and verbal abuse of children in all public schools and those run by the United Nations Relief and Works Agency for Palestine Refugees in the Near East.

Partnerships with faith-based groups, parliamentarians and human rights institutions

91. In the Democratic Republic of the Congo, Kenya and Nigeria, UNICEF has agreements with several faith-based organizations to underline and communicate actions that require people's participation on social issues that range from sanitation and hygiene to early marriage for girls. In early 2010, UNICEF and the non-governmental organization Religions for Peace published an advocacy booklet entitled From Commitment to Action: What Religious Communities Can Do to Eliminate Violence against Children. UNICEF works with networks of religious leaders involving over 2,000 Imams and 75 Buddhist monks from indigenous groups in Bangladesh.

92. In the Islamic Republic of Iran, UNFPA has started a dialogue with religious leaders and parliamentarians for communicating culturally sensitive reproductive health issues to the public. With UNFPA support, the Iranian parliament is establishing a Population and Development Committee — the first official link between the Parliament of the Islamic Republic of Iran and the United Nations.

93. The UNDP Bratislava Regional Centre has trained national human rights institutions and other participating institutions from the Commonwealth of Independent States to develop and implement communication strategies in protection and promotion of human rights.

Social marketing

94. WFP worked with communities to brand and develop communication materials on the proper use of micronutrient powder to prevent stunting and anaemia in 6 to 24-month-old children.

VII. Conclusions and recommendations

95. The growing interest in mainstreaming and integrating communication for development across United Nations system organizations needs to materialize in concrete actions at the country level to ensure that communication for development is well positioned and resourced within United Nations system programming.

96. The United Nations Inter-Agency Round Table on Communication for Development should seek to establish formal linkages with the United Nations Development Group as an essential step in ensuring a harmonized and coherent working approach in the field. This is expected to resolve some of the common challenges, particularly those related to the prioritization of communication for development within the United Nations Development Assistance Framework.

97. The United Nations Inter-Agency Round Table on Communication for Development will continue to be a useful mechanism for streamlining strategic planning and action on communication issues and for starting a dialogue within United Nations country teams. The ongoing focus on capacity-building and monitoring and evaluation will have long-term and sustainable consequences.

98. The United Nations Inter-Agency Round Table assures cross-fertilization of ideas and opinion on communication for development with the United Nations Communications Group thus emphasizing distinctions and complementarities that exist between communication for development programmes versus those designed to heighten the visibility of the United Nations.

99. In the context of the ongoing United Nations reform process, it would be important to ascertain resource allocation to prioritize communication for development in all programmatic areas of agencies, funds and programmes, including training of United Nations staff on communication for development in this domain.

100. The Round Table process and recommendations need to be recognized at all levels of management so that commitment is institutionalized and long term.

101. The programming focus within each United Nations agency varies at the inter-agency level. Communication for development approaches may be diverse, but should remain coherent and complementary with the intention to "Deliver as one". Continued investments need to be made to enhance communication for development capacity, particularly with United Nations country teams and Member States through learning and round tables, training programmes, enhanced collection and analysis of knowledge and data, information dissemination and sharing related to communication for development.

Annex

Recommendations of the eleventh United Nations Inter-Agency Round Table on Communication for Development

Recommendations for positioning institutionally

1. Develop a United Nations Round Table advocacy strategy for communication for development (i.e. packaging the product), including:

(a) Document good practices in key communication for development programmes (e.g. Rwanda, Pakistan and others) and distribute to key actors effectively. By the end of 2009, this effort will be led by UNESCO in collaboration with FAO, UNDP, UNFPA, and UNICEF;

(b) Produce the United Nations communication for development booklet by the end of 2009. UNDP will lead this effort in collaboration with the World Bank, UNESCO, ILO, FAO and the World Health Organization/Pan American Health Organization.

2. Provide a common learning and knowledge framework on communication for development that is able to enhance United Nations capacities and those of Government and external actors. A proposal is to be submitted to United Nations system organizations by the end of 2010. The learning and capacity-building effort will be led by UNICEF, International Trade Centre UNCTAD/WTO-ILO, and the World Bank, UNDP and FAO agree to collaborate.

Develop an inter-agency knowledge management platform on communication for development; UNDP will be the lead organization for this activity.

3. Articulate and promote communication for development at the country and regional levels. The following agencies agreed to participate in this activity: UNESCO, the World Bank, UNFPA, ECA, WHO/PAHO, and UNCDF.

4. Promote communication for development through regional and other inter-agency mechanisms including regional coordinating mechanisms, the United Nations Development Group, the United Nations Communications Group, the United Nations Group on the Information Society, the United Nations Evaluation Group and platforms such as WebDev. All agencies will contribute to this effort; the result will be reported at the twelfth Round Table.

Recommendations for strengthening monitoring and evaluation in communication for development

By the end of 2010, establish an inter-agency working group to develop a common monitoring and evaluation framework for communication for development; UNDP will lead this effort in collaboration with ILO, FAO, UNESCO, UNICEF, the World Bank, and WHO/PAHO. The following four steps were indicated:

(a) Agreed spectrum of approaches across all agencies;

(b) Compile and synthesize sets of indicators and methodologies;

(c) Compile and synthesize drafts of existing guidelines and tools;

(d) Document the existing monitoring and evaluation framework.